RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 15, 1997

RJR Account #«SIS»
«NAME»
«ACCOUNT»

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear «GREETING»:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **«SKUS»** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. ***«COMMENTS»*** All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (6M) Cases
12300-84006	*FF Box*	**«STYLE1»**
12300-22081	*FF Box 100*	**«STYLE1»**
12300-84106	*LT Box*	**«STYLE1»**
12300-22084	*LT Box 100*	**«STYLE1»**

«PO»

Product / Premium Arrival:	June «SHIPDATE», 1997
Ship Date to Retail:	**Week of: June 30, 1997**
Lighters: (Item #527813)	
SKU CUBE:	**2.5280**
SKU WT (w/o Product):	**10.6200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Savings Cartons**
EFT $ Amount:	**$«EFT»**
Non-EFT $ Amount:	**$«NONEFT»**

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Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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